

## Privacy Policy

Famous Four Media (FFM) takes privacy seriously. The following five principles underpin our approach to respecting your privacy:

1. We value the trust that you place in us by giving us your personal information. We will always use your personal information in a way that is fair and worthy of that trust.
2. You are entitled to clear information about how we use your personal information. We shall always be transparent with you about what information we collect, what we do with it, with whom we share it and whom you should contact if you have any concerns.
3. If you have any concerns about how we use your personal information, we will work with you to promptly resolve those concerns.
4. We will take all reasonable steps to protect your information from misuse and keep it secure.
5. We will comply with all applicable data protection laws and regulations and we will co-operate with data protection authorities. In the absence of data protection legislation, we will act in accordance with generally accepted principles governing data protection.

### **Famous Four Media privacy policy**

Last Updated: June 2013

Famous Four Media is committed to protecting your privacy and ensuring that your personal information is protected. This Privacy Policy explains the types of personal information we collect and how we use, disclose and protect that information.

#### *What does this Privacy Policy apply to?*

This Privacy Policy applies to personal information collected by Famous Four Media in connection with the services they offer. Find out more about the Famous Four Media at [www.famousfourmedia.com/about-us](http://www.famousfourmedia.com/about-us). This includes information collected offline through our direct marketing campaigns and online through our websites, branded pages on third party platforms and applications accessed or used through such websites or third party platforms which are operated by or on behalf of Famous Four Media. This Privacy Policy is hereby incorporated into and forms part of the terms and conditions of use of the applicable Famous Four Media site. For information about Famous Four Media company responsible for protecting your personal information, see Your privacy rights and who to contact below.

*This Privacy Policy does not apply to:*

- information collected by third party websites, platforms and/or applications (“Third Party Sites”) which we do not control;
- information collected by Third Party Sites which you access via links on Famous Four Media Sites; or
- banners, sweepstakes and other advertisements or promotions on Third Party Sites that we may sponsor or participate in.

These Third Party Sites may have their own privacy policies and terms and conditions. We encourage you to read them before using those Third Party Sites.

#### *Your consent*

Famous Four Media will not collect, use or disclose your personal information without your consent. In most cases, we will ask for your consent explicitly but, in some cases, we may infer consent from your actions and behaviour. By using Famous Four Media site, you are consenting to the company collecting, using and disclosing your personal information in accordance with this Privacy Policy.

We may ask you to provide additional consent if we need to use your personal information for purposes not covered by this Privacy Policy. You are not obliged to provide such consent but if you decide not to then your participation in certain activities may be restricted. If you provide additional consent, the terms of that consent shall prevail in the event of any conflict with the terms of this Privacy Policy.

If you do not agree to the collection, use and disclosure of your personal information in this way, please do not use Famous Four Media Site or otherwise provide Famous Four Media with personal information.

#### *What information do we collect?*

In this Privacy Policy, your “personal information” means information or pieces of information that could allow you to be identified. This typically includes information such as your name, address, email address and telephone number, but can also include other information such as IP address. We may collect personal information about you from different sources, including:

- Information you give us directly

We may collect information from you directly when you provide us with personal information, e.g. when you sign up to receive information, use applications, or make a comment or enquiry. The types of information we may collect from you directly include your:

- name
- address
- email address
- user name
- telephone number
- age
- date of birth
- gender
- any other person information you voluntarily provide to us

#### *Information we collect automatically when you use the Famous Four Media sites*

We use cookies and other tools (such as web analytic tools and pixel tags) to automatically collect information about you when you use Famous Four Media Site, subject to the terms of this Privacy Policy and applicable data protection laws and regulations. The types of information we may collect automatically include:

- information about the type of browser you use
- details of the web pages you have viewed
- your IP address
- the hyperlinks you have clicked
- your user name, profile picture, gender, networks and any other information you choose to share when using Third Party Sites (such as when you use the “Like” functionality on Facebook or the +1 functionality on Google+)
- the websites you visited before arriving at Famous Four Media site

Most internet browsers are initially set up to accept cookies. You can change the settings to block cookies or to alert you when cookies are being sent to your device. If you disable the cookies this may impact your experience on Famous Four Media site.

- Information we collect from other sources

We may receive personal information about you from other sources if you have given permission for that information to be shared. This may include information from commercially available sources, such as public databases and data aggregators, and information from third parties. The types of personal information that we may collect from such sources include your:

- name
- street address
- age

- publicly available information such as user-generated content, blogs and postings, as permitted by law

### *How do we use your personal information?*

We may use your personal information:

- to improve our products and your experience on the Famous Four Media Sites.

We may use your personal information to:

- evaluate the use of the Famous Four Media site, products and services
- analyse the effectiveness of our advertisements, competitions and promotions
- personalise your website experience, as well as to evaluate (anonymously and in the aggregate) statistics on website activity, such as what time you visited it, whether you've visited it before and what site referred you to it
- make the Famous Four Media site easier to use and to better tailor the Famous Four Media site and our products to your interests and needs
- help speed up your future activities and experience on the Famous Four Media site. For example, a site can recognise that you have provided your personal information and will not request the same information a second time
- collect information about the device you are using to view the Famous Four Media site, such as your IP address or the type of Internet browser or operating system you are using, and link this to your personal information so as to ensure that each Famous Four Media site presents the best web experience for you
- to contact you regarding products and services which may be of interest to you, provided you have given us consent to do so or you have previously requested a product or service from us and the communication is relevant or related to that prior request and made within any timeframes established by applicable laws.

We may use your personal information to:

- suggest products or services (including those of relevant third parties) which we think may be of interest to you

You can opt out of receiving communications from us at any time. Any direct marketing communications that we send to you will provide you with the information and means necessary to opt out.

- to provide you with products or services that you request from us.

We may use your personal information:

- for the purposes of competitions or promotions that you have entered
- to send you information that you have requested
- to respond to your queries or comments

Where we collect personal information for a specific purpose, we will not keep it for longer than is necessary to fulfil that purpose, unless we have to keep it for legitimate business or legal reasons. In order to protect information from accidental or malicious destruction, when we delete information from our services we may not immediately delete residual copies from our servers or remove information from our backup systems.

*Who do we share your personal information with?*

As a general rule, we do not share your personal information with anyone outside of Famous Four Media. However, we may share your personal information with trusted third parties.

We may share your personal information with:

- our advertising, marketing and promotional agencies to help us deliver and analyse the effectiveness of our advertising campaigns and promotions
- third parties required to deliver a product or service to you
- law enforcement or government authorities where they have followed due legal process to request us to disclose the information
- third parties who wish to send you information about their products and services, but only if you have given us consent to do so
- third party providers of services, such as data processing, to Famous Four Media
- web analytics tool providers, such as Google

We may also share your personal information with companies, organisations or individuals outside of Famous Four Media if we believe that disclosure of the information is necessary for legal reasons.

We may share your personal information to:

- enforce applicable terms of use of Famous Four Media site
- conduct investigations into possible breaches of applicable laws
- detect, prevent and protect against fraud and any technical or security vulnerabilities

- comply with applicable laws and regulations, co-operate in any legal investigation and meet enforceable governmental requests

If we do share your personal information with a third party, we shall use our best efforts to ensure that they keep your information secure, take all reasonable steps to protect it from misuse and only use it in a manner consistent with this Privacy Policy and applicable data protection laws and regulations.

Famous Four Media does not sell personal information, except to an entity to which we divest all or a portion of our business (for example, in connection with our sale of a brand), or otherwise in connection with a merger, consolidation, change in control, reorganization or liquidation of all or a portion of our business.

#### *Transferring your personal information*

We may transfer your personal information to servers located outside the country in which you live or to affiliates or other trusted third parties based in other countries so that they may process personal information on our behalf. By using a Famous Four Media site or otherwise providing Famous Four Media with personal information, you agree to us doing so in accordance with the terms of this Privacy Policy and applicable data protection laws and regulations.

You should be aware that many countries do not afford the same legal protection to personal information as you might enjoy in your country of origin. While your personal information is in another country, it may be accessed by the courts, law enforcement and national security authorities in that country in accordance with its laws.

#### *Safeguarding your personal information*

We take all reasonable precautions to keep your personal information secure and require any third parties that handle or process your personal information for us to do the same. Access to your personal information is restricted to prevent unauthorised access, modification or misuse and is only permitted among our employees and agents on a need-to-know basis.

#### *Your privacy rights and who to contact*

If you have any questions, comments or concerns about how we handle your personal information, then you may contact us by clicking the Contact Us link on the Famous Four Media site that directed you to this Privacy Policy. Alternatively, please go to

[www.famousfourmedia.com](http://www.famousfourmedia.com), select the appropriate country and click on the Contact Us link. Your request will be directed to the appropriate Famous Four Media group company.

You have the right to tell us if you:

- don't want to be contacted in the future by us
- would like a copy of the personal information which we hold about you
- would like us to correct, update, or delete your personal information in our records
- wish to report any misuse of your personal information

To assist us in dealing with your request, please provide your full name and details.

#### *Changes to our Privacy Policy*

We may change this Privacy Policy from time to time by posting the updated version of the Privacy Policy on the Famous Four Media site. We will give you reasonable notice of any material change. We encourage you to visit frequently to stay informed about how we use your personal information.

#### *Other Famous Four Media privacy policies*

In addition to this Privacy Policy, there may be specific campaigns or promotions which will be governed by additional privacy terms or policies. We encourage you to read these additional terms or policies before participating in any such campaigns or promotions as you will be required to comply with them if you participate. Any additional privacy terms or policies will be made prominently available to you.

If you have a query regarding our privacy, please [contact our legal team](#)